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PRIDE OF PERFORMANCE SURVEY. FINAL REPORT.

UTAH RESEARCH COORD. UNIT FOR VOCAT.AND TECH.EDUC.

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OF 1,100 QUESTIONNAIRES SUBMITTED TO RANDOMLY SELECTED VOCATIONAL AGRICULTURE STUDENTS, 394 OR 36 PERCENT WERE RETURNED TO PROVIDE INFORMATION FOR EVALUATING THE EFFECTIVENESS OF AN EDUCATIONAL TELEVISION PROGRAM, "PRIDE OF PERFORMANCE," DESIGNED TO ENHANCE THE IMAGE OF VOCATIONAL EDUCATION AND TO EVOKE GREATER STUDENT PARTICIPATION IN VOCATIONAL EDUCATION PROGRAMS. IT WAS PREDICATED THAT THE MOST FAVORABLE RESULTS WOULD BE FOUND AMONG THE SELECT GROUP OF VOCATIONAL EDUCATION STUDENTS AND THEIR PARENTS. HENCE, IF RESULTS WERE NOT FAVORABLE, THEN OTHER GROUPS WOULD YIELD EVEN MORE NEGATIVE RESULTS. SOME FINDINGS WERE--(1) OF 304 RESPONDENTS, 79 PERCENT HAD NEVER VIEWED THE TELEVISION PROGRAM, (2) OF 258 RESPONDENTS, 41 PERCENT DID NOT RECEIVE THE PROGRAM ON THEIR TELEVISION SET, (3) OF 233 RESPONDENTS, 14 (6 PERCENT) REPORTED THAT THE PROGRAM CAUSED THEM TO PLAN TO TAKE MORE VOCATIONAL COURSES, AND (4) OF 237 RESPONDENTS, 31 (13 PERCENT) SAID THEIR OPINION OF VOCATIONAL OCCUPATIONS IMPROVED AS A RESULT OF SEEING THE PROGRAM. IT WAS RECOMMENDED THAT VOCATIONAL DIRECTORS AND VOCATIONAL TEACHERS BE CALLED UPON TO INTEGRATE THE PROGRAM INTO THE OVERALL CURRICULUM, A WIDE TELEVISION RECEPTION CAPABILITY BE SOUGHT, THE TELEVISION PROGRAM'S FORMAT BE ALTERED TO MAKE IT MORE PALATABLE AND INSTRUCTIONAL, AND IF RECOMMENDATIONS COULD NOT BE CARRIED OUT, THE PROGRAM BE DISCONTINUED. THE PROGRAM WAS DISCONTINUED, AND A REPLACEMENT WAS TO BE CONSIDERED. (SL)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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FINAL REPORT

Research Project

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PRIDE OF PERFORMANCE SURVEY

Research Coordinating Unit For
Vocational-Technical Education

VT002573

INTRODUCTION

At the request of the Administrator, Vocational Education Division, Office of the Utah State Superintendent of Public Instruction, the Utah Research Coordinating Unit for Vocational and Technical Education conducted a survey throughout the state to measure the effectiveness of the educational television program entitled "Pride of Performance".

The investigation was initiated on 4 April 1967, and interim reports were rendered to the Administrator of Vocational Education on 24 April, and 1 May 1967. A final report was made verbally on 5 May 1967 to the assembled staff of the Vocational Division. A Pert network is attached as Enclosure 1.

Based on the results of the survey, the Administrator for Vocational Education has discontinued "Pride of Performance" for fiscal year 1968 and has directed his staff to submit suggestions for a more suitable and effective program or training device to replace it.

This final report completes the action undertaken.

"PRIDE OF PERFORMANCE SURVEY"

Statement of the Problem

For more than a year the Utah State Department of Public Instruction has supported an educational television program entitled "Pride of Performance", which is telecast several times each week over the various Utah educational television channels. "Pride of Performance" was designed to:

a. Improve the public image of vocational education.

b. To evoke greater student participation in vocational programs.

The problem was to conduct a survey to determine if "Pride of Performance" is sufficiently effective to warrant its continued production and broadcast in Fiscal Year 1968.

Methodology

Information was obtained by a questionnaire designed to provide answers to four questions:

a. How many vocational students and their parents watch "Pride of Performance"?

b. What are the primary reasons given by those not watching the show?

c. What is the extent of the publicity and emphasis given to "Pride of Performance" in the individual secondary-level schools?

d. What is the effect of the program on vocational students?

The questionnaire was distributed to the Vocational Directors of the school districts. In cases where no Vocational Director has been appointed, the questionnaire was distributed to District Superintendents. In districts where there are very few vocational students, only 10 copies of the questionnaire were transmitted, 30 copies were sent to all other districts.

The Vocational Director and Superintendent recipients were asked to distribute the questionnaires to randomly selected students enrolled in vocational programs.

Completed questionnaires were, in most cases, collected by the Vocational Directors and forwarded for analysis to the State Department of Public Instruction.

Population and Sample

It is believed that of all major categories of people in the state, the category most likely to be watching the "Pride of Performance" program is the students enrolled in vocational courses and their parents. Based on this assumption, it is predicated that any survey of this "favorable" group will yield the most favorable results possible; or stated another way, any negative results from this group would be even more negative if obtained from other groups.

Therefore, the questionnaires were disseminated through the Vocational Directors to vocational students; a total of 1100 questionnaires were distributed.

Response to Questionnaires

Of the 1100 questionnaires submitted, 394 or 36 percent were completed and returned. A tabulation of the answers is attached as Enclosure 2.

Summary of Results

The results of the replies to each question are attached at Enclosure 2.

A summary of the answers to the most significant questions are as follows:

a. Of the 304 respondents, 243 (79%) had never watched "Pride of Performance".

b. Of 249 respondents, 16 (6%) watch "Pride of Performance" on the average of once a month.

c. Of 223 respondents, 78 (33%) think the format of the show is a good one.

d. Of 258 respondents, 106 (41%) do not receive the program on their TV set.

e. Of 255 respondents, 20 (7%) report that the teachers of their school integrate the show into their overall program of instruction.

f. Of 233 respondents, 14 (6%) report that "Pride of Performance" caused them to plan to take more vocational courses as part of their school program.

g. Of 261 respondents, 203 (77%) report that "Pride of Performance" has had no effect on their vocational goals.

h. Of 237 respondents, 31 (13%) report that their opinion of vocational occupations has improved as a result of "Pride of Performance".

In three districts (Ogden, Provo and Jordan) the results of the questionnaire were slightly more favorable. In these districts:

a. More students had watched "Pride of Performance", but again only about the same percentage (10%) watch it as frequently as once a month.

b. More of the parents of the students also watch in these districts (27% vs. 6%).

c. The teachers in the schools of these districts appear to give more emphasis to the show through special announcements (47% vs. 28%), and by basing other parts of their assignments on " "Pride of Performance" (22% vs. 7%).

d. Also in these districts, "Pride of Performance" has apparently had more impact on the students since:

(1) Only 68% (vs. 77%) report that the program had no effect on their vocational goals, and

(2) 14% (vs. 6%) report that "Pride of Performance" has caused them to plan to take more vocational courses as part of their school programs.

Conclusions

An analysis of the data leads to the following conclusions:

a. If "Pride of Performance" is to be continued or reinstituted in the future, a parallel endeavor aimed at the Vocational Directors and Vocational Teachers should be initiated to cause a greater number to integrate the program into the overall curriculum.

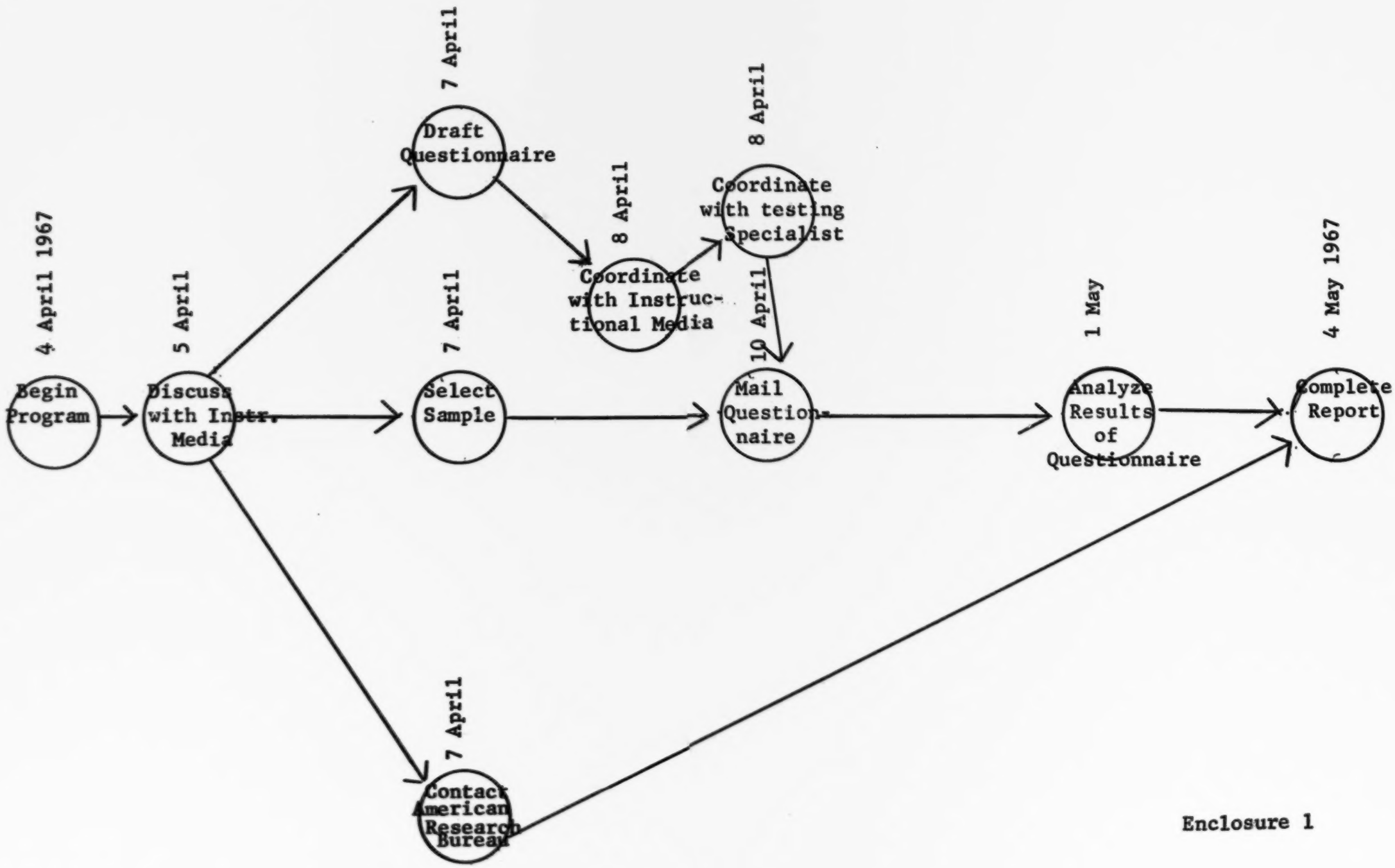
b. If "Pride of Performance" is to be continued, a wider television reception capability is desirable. Possibly moving from an education television channel to a standard recreational TV channel should be considered; or maybe an airborne relay experiment should be undertaken.

c. The format of the show should be studied to see what can be done to make it more palatable and instructional if the program is to be continued.

d. If the ancillary actions listed in paragraphs a, b and c are not undertaken, then it is recommended that "Pride of Performance" be discontinued at the end of its present contract period (June 30, 1967).

PERT NETWORK

"PRIDE OF PERFORMANCE" EVALUATION



Enclosure 1

Research Coordinating Unit For
Vocational-Technical Education

The purpose of this correspondence is to solicit data from your district which will permit us to decide whether to continue "Pride of Performance" through June 1968, or whether to discontinue it at the end of this June.

"Pride of Performance" was developed and is now being presented to improve the image of vocational and technical education in Utah. The annual cost of the program to the State Department of Public Instruction is about $4,000.00.

Although, in a sense, the program is aimed at the general public, we believe the most probable audience is the high school vocational student and his parents. Therefore, if the program has a significantly beneficial effect on this audience, it should be continued.

The questions on the attached questionnaire are designed to indicate the answers to four questions:

a. How many vocational students and their parents watch "Pride of Performance"?

b. What are the primary reasons given for not watching the show?

c. What is the extent of the publicity and emphasis given to "Pride of Performance" by the individual schools?

d. What is the effect of the program on vocational students?

I have enclosed ____ copies of the survey. Please randomly select students from the vocational programs of your district, ask them to complete the questionnaire (with help from their parents if necessary), package the completed forms, and you mail them back to me by 15 April 1967. The students need not sign the questionnaires.

I appreciate your cooperation in this -- we need some logical basis for a decision to continue or discontinue "Pride of Performance" next year.

Sincerely,

JOHN F. STEPHENS, Director
Research Coordinating Unit

Enclosure 2a

"PRIDE OF PERFORMANCE" QUESTIONNAIRE SUMMARY

TRUE	FALSE			
243	61	1.	I have never watched "Pride of Performance"	(79%)
60	200	2.	I have watched "Pride of Performance" only one time.	(23%)
16	233	3.	I watch "Pride of Performance" on the average of once a month	(6%)
28	230	4.	My parents also watch "Pride of Performance" occasionally	(10%)
66	186	5.	My reason for not watching the show more often is that I forget about it.	(26%)
92	154	6.	I find the show uninteresting and prefer watching other programs.	(37%)
10	234	7.	My parents won't let me watch television on school nights.	(4%)
78	145	8.	I think the format for the show is a good one.	(33%)
106	152	9.	We do not receive the program on our TV set.	(41%)
20	235	10.	My teacher bases other parts of our assignments on "Pride of Performance"	(7%)
54	193	11.	A competition has been organized to see who will represent school on the program should our school be asked to provide representation.	(21%)
81	203	12.	Special announcements are made in my classes reminding me to watch "Pride of Performance".	(28%)
33	210	13.	"Pride of Performance" has increased my knowledge of vocational goals.	(13%)
14	219	14.	"Pride of Performance" has caused me to plan to take more vocational courses as part of my school program.	(6%)
203	58	15.	"Pride of Performance" has had no effect on my vocational goals.	(77%)
31	206	16.	My opinion of vocational occupations has improved as a result of "Pride of Performance".	(13%)

Reporting Districts:

Daggett	Jordan	Uintah	Ogden	Davis
Duchesne	Kane	Wasatch	Provo	
Emery	Sevier	Weber	Logan	
Garfield	South Summit	Salt Lake City	Alpine	

Enclosure 2b